

HAWKINSON

TREAD YOUR TIRES

PUT

*Lively Tire
New Mileage*

INTO YOUR
GOOD SMOOTH TIRES

ALL ROAD TREAD →

The only scientific rolling radius
tread. No tread crunching—tread
is neutral at point of road contact
... eliminating excessive heat.

ASK FOR HAWKINSON TREAD—
NOT A RETREAD—NOT A RECAP

SILENT
ALL-RIB
TREAD



APPLYING NEW HAWKINSON TREAD

Your Firm Name Here


Include Street Address
and Phone Number

With or Without Your Imprint.
Price per 1,000, \$7.00


PATENTED METHOD
PATENTED EQUIPMENT

425/1718-18 F 100% of Tire Your is left when Smooth.

An Improved, Guaranteed Method of Putting New Tire Mileage Into Your Tread-Bare Tires




This is how a tire looks when only the mileage is worn off. The foundation which is the most costly part of the tire, is still good and we can put the mileage back onto it.



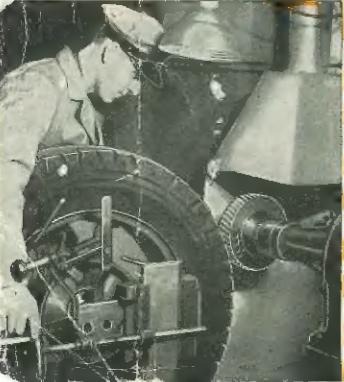
The Hawkinson Tread of live, tough rubber goes right on top of your smooth tire. It is another supply of mileage which should give your tire at least its original service.

INSPECTING THE TIRE



Before applying the Hawkinson Tread, we thoroughly inspect casing to be sure it is sound and will stand our guarantee of satisfactory service.

BUFFING



The face of the tire is made true; cleaned, and roughened by buffing so that the Hawkinson Tread will form a perfect union with the foundation.

★ There is no more reason for throwing away a good tire casing just because the tread is worn smooth than for discarding a pair of shoes because the rubber heels are worn down.

The tread of a tire, like the rubber heel on a shoe, is the least expensive part. Now, by the *Patented Hawkinson Process*, we are able to replace tire treads just as successfully as the cobbler replaces rubber heels.

Greater Safety; Big Savings

★ Thin, tread-worn tires not only cause skidding accidents, but they are more easily punctured and blown out by road shocks.

Hawkinson Treads will give you new-tire non-skid safety—safer gripping—cooler running—improve the performance of your car—reduce gasoline consumption. Come in. Let us inspect your tires, and tell you how little it costs to put new tire mileage into your smooth tires.

Read the Questions and Answers Below:

★ 1. How can I save on tire costs?

By having Hawkinson Tread applied to your tread-worn tires by us.

★ 2. What is a Hawkinson Tread?

A band of new, live tread rubber scientifically applied and vulcanized to a tire that has been worn smooth and needs rubber protection.

★ 3. How does this Hawkinson Tread improve the tire?

(a) By putting a cushion between the road and the carcass that greatly reduces risk of blowouts and punctures.

(b) By giving new, safer non-skid traction on wet pavement.

★ 4. How is car performance improved?

(a) By making steering much easier—Hawkinson Treads wear even.

(b) By reducing "rumble" caused by smooth worn tires, and making the car roll easier, thus reducing gasoline consumption.

★ 5. Do my tires justify applying the Hawkinson Tread?

Any well made tire that is worn smooth and has good sidewalls and beads more than justifies a new running surface. We can determine this by careful inspection.

★ 6. What mileage can I expect?

You can reasonably expect the Hawkinson Tread to deliver the same mileage as the original, just as shoes with good uppers will give full season wear when resoled with high grade materials.

★ 7. How are they different from ordinary retreads and recaps?


The Hawkinson Process replaces only the surface that actually wears off. No heat is applied to the shoulders or sidewalls; hence they are not over-cured as with other processes. Your tire is buffed differently, cemented differently and vulcanized differently. **THE ORIGINAL IDENTITY OF YOUR TIRE IS RETAINED.**

★ 8. What does the Hawkinson Tread cost?

This varies according to tire size, usually does not equal one-half the cost of good tires; in many cases it is less.


Form 45

APPLYING HAWKINSON TREAD




We then apply new live tire tread stock—the finest grade of tread rubber obtainable. No rubber has been removed from casing.

CURING



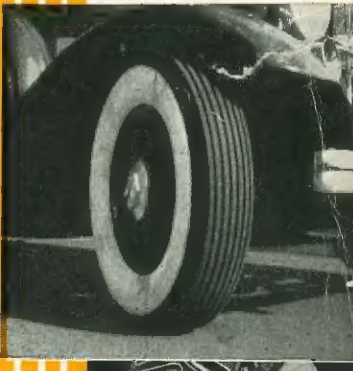
By this patented process no heat is applied to the shoulders and sidewalls of the tire—a feature which assures satisfaction never before obtainable.

REMOVING CURING RING



The casing is spread from the inside to decrease the diameter, making removal of the mold easy and avoiding possible injury to tire.

FINISHED PRODUCT



The Hawkinson Rolling Radius Tread will improve car performance.

Here is your smooth
tire with "Hawkinson
All Road Tread"
applied

